

# Sponsorship Packet

# Barktoberfest 2016

{The event formerly known as Woofstock}

Rock Quarry Park | 701 Stadium Dr.  
Sunday, October 16, 2016 | 12 p.m.—4 p.m.



*The benefits are endless...*



*Play More: Connecting our whole community to wellness, the outdoors, and lifelong learning.*

# About Barktoberfest



*Ultimate Canines, LLC*

Barktoberfest 2016 is presented by Durham Parks and Recreation. Experience the traditions of Woofstock, with a new name and some exciting new features.

The event will be held on Sunday, October 16 from 12 p.m.—4 p.m. at Rock Quarry Park (701 Stadium Dr.)

Barktoberfest is a celebration of all things canine. This year, participants will have a lot to bark about, as they enjoy **Muttallica: The Greatest Show on Four Paws!** presented by Ultimate Canines, the 2016 Hyperflite Skyhoundz NC Canine Disc Dog State Championship, a Treibball Competition, Costume Parade and Contest, and more! There will also be an opportunity to learn about local adoption and foster organizations.

## Barktoberfest 2016 Activities

**Mutt-allica Dog Show** —A family oriented show produced by Ultimate Canines LLC, that stands heads and tails above the rest. A combination of rescued and adopted dogs plus Darlin Dixie the world's most talented Mini Horse!

**Canine Disc Competition** —Disc dogs from all around will come together to compete in Distance/Accuracy and Freestyle divisions. The competition is sure to be a great show for spectators as well, as dogs perform high-flying grabs and acrobatics.

**Treibball Competition & Demo**— A fun, active competition for any energetic dog. Participants can observe a new canine sport, and try it out themselves.

**Games/Activities**—All participants are invited to take part in activities with their furry friends. They will enjoy games, a Pet Market, and have a special caricature made of their furry friend.

**Costume Parade and Contest** — Dress up your pup for the parade and a chance to win our contest.

**Canine Food Drive**—Collection of canine food for a local non-profit pet agency.

**Foster/Adoption Agencies**—Learn more about local adoption and foster organizations. Participants may even find their new best friend!



# 2016 Barktoberfest Sponsorship Levels

## **\$3,000 Diamond Paw Sponsor (Cash donation only)**

*One spot available. Please contact DPR for availability.*

- ❖ Recognition as **Diamond Paw Sponsor** at the event
- ❖ Display of company logo with link to company website on the DPR website
- ❖ Prominent booth space at the event
- ❖ Display of company name/logo on printed materials (t-shirts, posters, flyers)
- ❖ Display of company information at the general information tent
- ❖ Prominent display of up to two banners (to be provided by sponsor) at the event
- ❖ Company logo placed in one issue of the *DPR Play More magazine*
- ❖ Company name in the title of the event
- ❖ Announcements by a company representative at the event
- ❖ First right of refusal as a Diamond Paw Sponsor for Barktoberfest 2017

## **Platinum Paw Sponsorship (\$1,500)**

- ❖ Recognition as **Platinum Paw Sponsor** at the event
- ❖ Display of company logo with link to company website on the DPR website
- ❖ Prominent booth space at the event
- ❖ Display of company name/logo on printed materials (t-shirts, posters, flyers)
- ❖ Display of company information at the general information tent
- ❖ Display of company banner (to be provided by sponsor) at the event
- ❖ Company name placed in one issue of the *DPR Play More magazine*
- ❖ Naming rights to an event feature

## **Gold Paw Sponsorship (\$750)**

- ❖ Recognition as **Gold Paw Sponsor** at the event
- ❖ Display of company logo with link to company website on the DPR website
- ❖ Booth space at the event
- ❖ Display of company name/logo on printed materials (t-shirts, posters, flyers)
- ❖ Display of company information at the general information tent
- ❖ Display of company banner (to be provided by sponsor) at the event

## **Silver Paw Sponsorship (\$500)**

- ❖ Recognition as **Silver Paw Sponsor** at the event
- ❖ Display of company logo on the DPR website
- ❖ Booth space at the event
- ❖ Display of company name/logo on printed materials (t-shirts, posters, flyers)

## **Bronze Paw (\$150)**

- ❖ Recognition as **Bronze Paw Sponsor** at the event
- ❖ Display of company name on the DPR website
- ❖ Booth space at the event

## **Pups Best Friend (Any in-kind donation that does not meet the financial levels above)**

- ❖ Recognition as **Pups Best Friend** at the event
- ❖ Display of company name on the DPR website

## **In-Kind Services or Donations**

In order to receive the sponsorship levels, your donation must be valued at the amounts listed above except for the Diamond Paw Sponsorship which must be cash only.

# 2016 Sponsorship Form

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Website URL: \_\_\_\_\_

Service Provided: \_\_\_\_\_

I would like to partner with the Durham Parks and Recreation in the following way:

<b>DIAMOND PAW TITLE (\$3,000)</b>	Contribution Amount: _____
<b>PLATINUM PAW SPONSOR (\$1,500)</b>	Contribution Amount: _____
<b>GOLD PAW SPONSOR (\$750)</b>	Contribution Amount: _____
<b>SILVER PAW SPONSOR (\$500)</b>	Contribution Amount: _____
<b>BRONZE PAW SPONSOR (\$150)</b>	Contribution Amount: _____
<b>PUPS BEST FRIEND</b>	Contribution Amount: _____

*(In kind contribution less than the amounts listed above)*

List the in-kind services that you will provide: \_\_\_\_\_

**Method of Payment:** Please make all checks payable to the **City of Durham**. The payment must be received by **Friday, August 26, 2016** in order to be included in the promotional materials. All donations are tax deductible.

**Mail the completed form to:** Durham Parks and Recreation, Attn: Barktoberfest, 101 City Hall Plaza, Durham, North Carolina 27701.

## Items needed for Diamond, Platinum, Gold and Silver Sponsorships

A vector version of the company logo must be sent to the Marketing Team via e-mail ([lauren.mckinnis@durhamnc.gov](mailto:lauren.mckinnis@durhamnc.gov)) by **Friday, August 26, 2016** to be printed in promotional materials. Please see page 5 for the sponsorship benefits.

## For more information or to set up an appointment, please contact:

General Sponsors: Michelle Burger at (919) 560-4355 ext. 27212 or [michelle.burger@durhamnc.gov](mailto:michelle.burger@durhamnc.gov)  
Media Sponsors: Cynthia Booth (919) 560-4355 ext. 27223 or [cynthia.booth@durhamnc.gov](mailto:cynthia.booth@durhamnc.gov)



# Guide to Sponsorship Benefits

Sponsoring a Durham Parks and Recreation event is an opportunity to support the community in a positive way. It is also an opportunity to reach thousands of people throughout the Triangle area. Your support of DPR events is highlighted through the following marketing opportunities depending on sponsorship level:

**Play More Magazine:** DPR's main programming publication, listing all classes, programs, park information, facility rentals and special events offered by DPR. Published three times a year, 45,000 copies are distributed as an insert in *The Herald Sun* and at all DPR recreation centers, special events and other locations throughout Durham.

**Durham Parks and Recreation Website:** Website users seek information about programming and events, download our Play More magazine and learn more about park amenities and locations through the online park locator. Receives 1,700 hits per week.

**Press Releases:** Distributed to local and regional media outlets.

**Electronic communication:** Event information sent out via e-mail to all city employees (number of employees: >2,200) and via DPR's listservs, neighborhood associations, and Facebook page.

**Flyers/Ads/t-shirts:** Various form of print media will be distributed to the public, depending on the event.

**Promotional Tent:** A dedicated space to hang company banners and distribute information, coupons, giveaways, etc, at DPR events.

**Banner Visibility:** Prominent display of company banners at DPR events.

## **Production Deadlines and Specifications:**

In order to produce and distribute marketing materials in the timely and effective manner, a sponsor's company logo must be submitted by the following deadlines to be included in promotional materials.

Logos must be received in vector format at the following e-mail address:

[lauren.mckinnis@durhamnc.gov](mailto:lauren.mckinnis@durhamnc.gov). Call Lauren McKinnis at (919) 560-4355, ext 27222 with any questions. The deadline for placement of marketing materials is **Friday, August 26, 2016**. Please see the list of promotional items/materials that will be produced.

Printed materials  
Electronic Communications  
T-Shirts  
Website

# About Durham Parks and Recreation



Durham Parks and Recreation (DPR) provides opportunities for the Durham community to Play More: Connecting our whole community to wellness, the outdoors, and lifelong learning. Guided by the City's Strategic Plan, we strive to help residents discover, explore and enjoy life through creative and challenging recreational choices that contribute to their physical, emotional, and social health.

DPR manages 1,800 acres of parkland, 68 parks, 2 heritage parks, 2 city lakes, 9 recreation centers, 2 indoor pools, 3 outdoor pools, 5 special use facilities, 29 miles of paved trails, and 57 playgrounds.

## Annual Events

### **SPONSORSHIP CATEGORIES**

- Festivals
- Music and Arts Events
- Specialty Events
- Youth Events/Care Programs
- Family/Athletic Events
- Holiday Events

### **EVENTS BY CATEGORIES**

#### **Festivals**

- Bimbé Cultural Arts Festival
- Earth Day Festival
- Latino Festival

#### **Music and Arts Events**

- Rock the Park Series

### **Specialty/Family/Athletic Events**

- Community Days
- Durham Senior Games
- Durham Spring Games/Special Olympics
- Barktoberfest

### **Youth Events/Care Programs**

- Egg Hunts
- Fall Festival
- Hallow-Eno
- Summer Camp
- After School Program/Fun Days/Intersession
- Spring Break Activities

### **Holiday Events**

- Senior Holiday Party
- Holiday Fun Fest
- Santa Paws

### **Durham Parks Recreation Contact Information**

Mailing Address: 101 City Hall Plaza, Durham, North Carolina 27701

Physical Address: 400 Cleveland Street, Durham, North Carolina 27701

Phone: (919) 560-4355 | Fax: (919) 560-4021

Website: [www.DPRPlayMore.org](http://www.DPRPlayMore.org)